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94-39

February 22, 1994

FOR IMMEDIATE RELEASE:

SUCCESSFUL SELLING WORKSHOP

CHARLESTON, IL--A "Secrets of Successful Selling" workshop will be offered by the Business Development Center at Eastern Illinois University on February 28 and March 2 from 6:30-9:30 p.m.

Everyone is involved in selling, whether the products are high-ticket durable goods, intangible services, new ideas, or patterns of behavior.

Participants will learn the qualities needed in building the perfect salesperson, developing a winning attitude, using successful telephone and tie-down tactics, closing the sale, overcoming objections, and setting goals.

The instructor for the "Secrets of Successful Selling" workshop will be Scott Preston, a sales manager and trainer who is a member of Eastern's management/marketing faculty. Preston has experience in consumer and commercial markets and understands the key to successful selling. He knows the importance of developing individual selling styles with emphasis on personal

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SUCCESSFUL SELLING

strengths.

The cost of the two-night workshop is \$89, with a 10% discount offered for two or more registrations received concurrently from members of the same organization. To register, or for more information, call 581-2913.